

Grayarc®

Greenwoods Industrial Park P.O. Box 2944 Hartford, CT 06104-2944

Show clients you care — you'll win more business and save money, too!

August 30, 1993

G330H/ICP/P - Insurance Solo/01
123 Any Street
Any City, US 12345-6789



Dear G330H/ICP/P - Insurance Solo/01,

My friend Ann just moved all her insurance to one agency. Here's her story.

A few weeks ago she got an unexpected birthday card from one of her two insurance agencies. "It made my day!" she said. She showed me the card -- Grayarc's colorful Business Booster Card, #BBC187G. (I've enclosed a free sample just like it for you.)

"I never heard a thing from my other agency," she said.

Ann used to dread receiving policy renewals and endorsements. "Who wants to read these boring documents?" she wondered. Luckily one agency -- the one that sent her the card -- always makes it easier by enclosing a helpful cover form, checklisting important information. It's the Grayarc Form #F1G.

"I never got help like that from the other agency," she said.

Guess who handles all Ann's insurance now? "If they care about the little things, maybe they'll care if I ever have a claim," she said.

Little things -- like greeting cards and easy-to-understand forms -- can really help your business. The enclosed flyer shows how you can save 50% on the little business-builders that clients like Ann appreciate.

Sincerely,

Gayle Anderson
Marketing Manager

**Use order form below
or call toll free: 1-800-243-5250.
Or fax toll free: 1-800-292-4729.**

P.S. **Save with no risk!** You can return any item for a full refund.



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Enclosed